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SUSTAINABLE FISHERIES MANAGEMENT PROJECT (SFMP)

Report on MSMEs Training Needs Assessment for Ankobra and Pra Estuaries

THE
UNIVERSITY
OF RHODE ISLAND
GRADUATE SCHOOL
OF OCEANOGRAPHY



Hɛn Mpoano



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For more information on the Ghana Sustainable Fisheries Management Project, contact:
USAID/Ghana Sustainable Fisheries Management Project
Coastal Resources Center
Graduate School of Oceanography
University of Rhode Island
220 South Ferry Rd.
Narragansett, RI 02882 USA
Tel: 401-874-6224 Fax: 401-874-6920 Email: info@crc.uri.edu

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Detailed Partner Contact Information:
USAID/Ghana Sustainable Fisheries Management Project (SFMP)
10 Obodai St., Mempeasem, East Legon, Accra, Ghana

Brian Crawford	Chief of Party	brian@crc.uri.edu
Najih Lazar	Senior Fisheries Advisor	nlazar@crc.uri.edu
Patricia Mensah	Communications Officer	patricia.sfmp@crcuri.org
Bakari Nyari	Monitoring and Evaluation Specialist	hardinyari.sfmp@crcuri.org
Don Robadue, Jr.	Program Manager, CRC	don@crc.uri.edu
Justice Odoi	USAID Administrative Officer Representative	jodoi@usaid.gov

Kofi.Agbogah
kagbogah@henmpoano.org
 StephenKankam
skankam@henmpoano.org
 Hen Mpoano
 38 J. Cross Cole St. Windy Ridge
 Takoradi, Ghana
 233 312 020 701

Andre de Jager
adejager@snvworld.org
 SNV Netherlands Development Organization
 #161, 10 Maseru Road,
 E. Legon, Accra, Ghana
 233 30 701 2440

Donkris Mevuta
 Kyei Yamoah
info@fonghana.org
 Friends of the Nation
 Parks and Gardens
 Adiembra-Sekondi, Ghana
 233 312 046 180

Peter Owusu Donkor
 Spatial Solutions
powusu-donkor@spatialdimension.net
 #3 Third Nautical Close,
 Nungua, Accra, Ghana
 233 020 463 4488

Thomas Buck
tom@sbg-advisors.com
 SSG Advisors
 182 Main Street
 Burlington, VT 05401
 (802) 735-1162

Victoria C. Koomson
cewefia@gmail.com
 CEWEFIA
 B342 Bronyibima Estate
 Elmina, Ghana
 233 024 427 8377

Lydia Sasu
daawomen@daawomen.org
 DAA
 Darkuman Junction, Kaneshie Odokor
 Highway
 Accra, Ghana
 233 302 315894

Gifty Asmah
giftyasmah@Daasgift.org
 Daasgift Quality Foundation
 Headmaster residence, Sekondi College
 Sekondi, Western Region, Ghana
 233 243 326 178

For additional information on partner activities:

CRC/URI:	http://www.crc.uri.edu
CEWEFIA:	http://cewefia.weebly.com/
DAA:	http://womenthrive.org/development-action-association-daa
Daasgift:	https://www.facebook.com/pages/Daasgift-Quality-Foundation-FNGO/135372649846101
Friends of the Nation:	http://www.fonghana.org
Hen Mpoano:	http://www.henmpoano.org
SNV:	http://www.snvworld.org/en/countries/ghana
SSG Advisors:	http://ssg-advisors.com/
Spatial Solutions:	http://www.spatialsolutions.co/id1.html

ACRONYMS

CEDECOM	Central Region Development Commission
CEWEFIA	Central and Western Region Fishmongers Improvement Association
CLaT	Child Labour and Trafficking
DAA	Development Action Association
DSW	Department of Social Welfare
FoN	Friends of Nation
SFMP	Sustainable Fisheries Management Program
SNV	Netherlands Development Organization
USAID	United States Agency for International Development
WFCL	Worst Forms of Child Labour

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INTRODUCTION

As part of activities under IR 4.8.2, Four hundred (400) MSMEs were identified and screened. Out of the four hundred, two hundred (200) MSMEs were selected and registered to be trained. With an objective to provide an effective tailor made training program for the selected MSMEs, a training needs assessment tool (TNA) was conducted to their training needs.

PURPOSE

The purpose for the Training Needs Assessment was to identify and list the training needs of selected MSMEs in all the three coastal communities; Shama, Axim, Sanwoma. This exercise was carried out on 1st, 7th and 8th of July, 2015.

METHODOLOGY

In order to identify the training needs of MSMEs, a Training Needs Assessment Tool was developed and used to assess the knowledge of MSMEs on financial literacy, health, safety and environment, marketing and customer care, pricing and record keeping. The table below shows the number of MSMEs assessed per each community. In all one hundred and ninety out of the two hundred selected MSMEs were interviewed.

Table 1 Number of MSMEs in Communities

Community	Number of MSMEs Assessed	Percentage
Axim	76	40
Sanwoma	62	33
Shama	52	27
Total	190	100

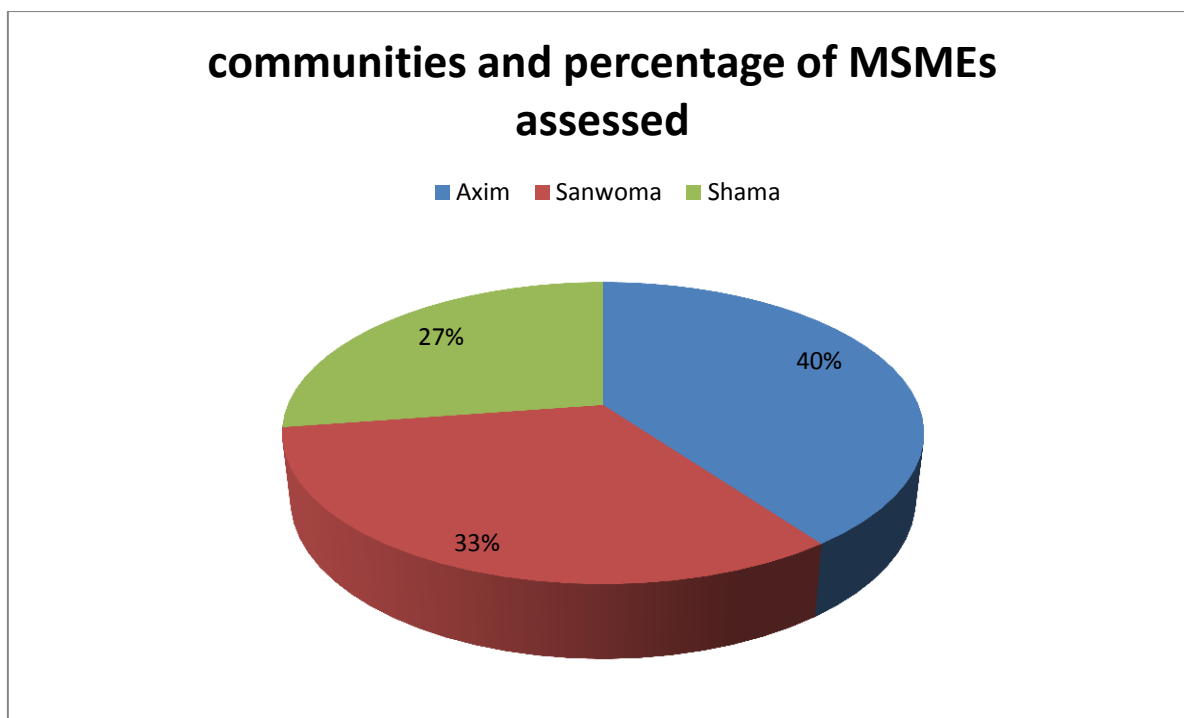


Figure 1 Communities and Percentage of MSMEs Assessed

Source: TNA Assessment date, 2015

From Figure 1:

76 out of 190 (40%) respondents represented Axim

62 out 190 (33%) represented Sanwoma

52 out of 190 (27%) represented Shama



Figure 2 Questionnaire Response 1

Source: TNA Assessment data, 2015

From Figure 2:

32 out of 190 (17%) respondents stated they had received some business management training

158 out of 190 (83%) stated they had not received any business management training

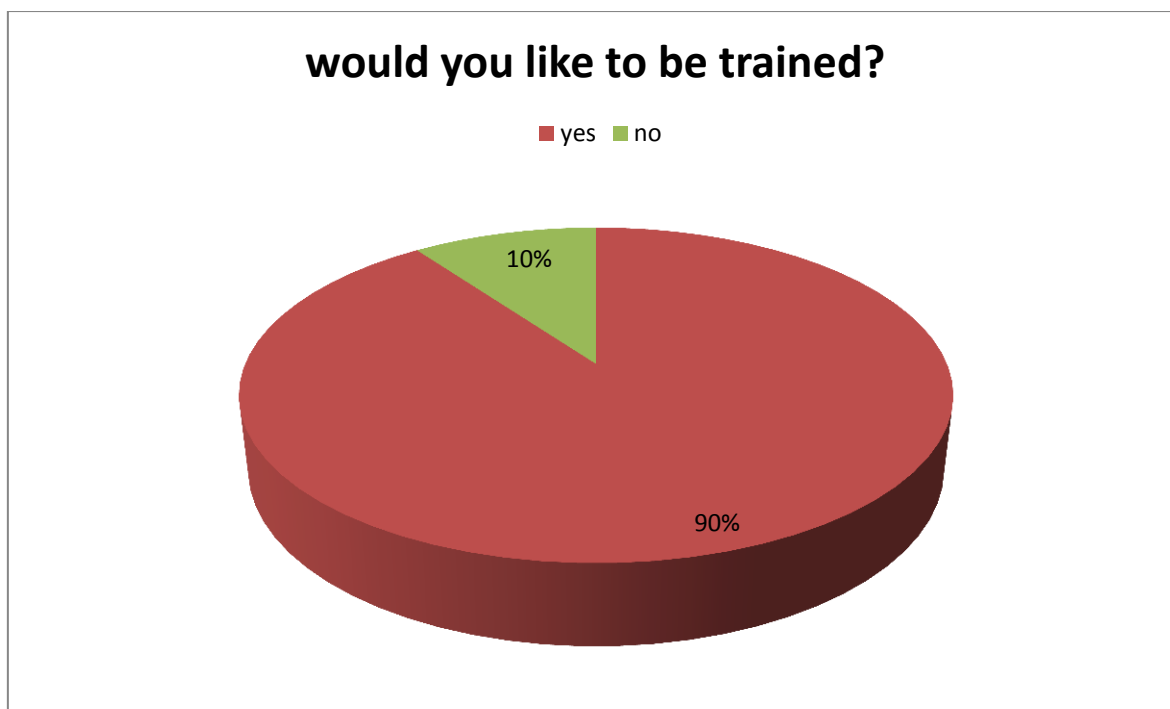


Figure 3 Questionnaire Response 2

Source: TNA Assessment data, 2015

From Figure 3:

171 out of 190 respondents (90%) stated they would like to be trained

19 out of 190 (10%) stated they would not like to be trained.



Figure 4 Questionnaire Response 3

Source: TNA Assessment data, 2015

From Figure 4:

23 out of 190 (12%) responded they would want financial literacy / management training

81 out 190 (43%) responded they would want business management training

47 out of 190 (25%) responded they would want training on packaging / storage and branding

12 out of 190 (6%) responded they would want training on profit making

20 out 190 (10%) responded they would want training on record keeping

7 out 190 (4%) responded they would want training on marketing / customer service



Figure 5 Questionnaire Response 4

Source: TNA Assessment data, 2015

From Figure 5:

159 out of 190 (84%) responded they have no knowledge on health safety and environment

31 out 190 (16%) responded they have some knowledge on health safety and environment

CONCLUSION

From the analyses above, it is clearly established that MSMEs need the following training skills to improve their businesses:

1. Business management training 43%,
2. Packaging/Storage and branding training 25%
3. Financial literacy/management training 12%
4. Records keeping training 10%,
5. Costing, Sales and Profit margin computation 6%.
6. Marketing/customer care 4%